

## Exhibit A

Exemplars Demo: Digital Camera Shopping Wizard - Netscape

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http://www.cogentbox.com/server/demo\_cameras/DcExample?counter=110b

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## Exemplars Demo: Digital Camera Shopping Wizard

### Generator Options

☒ Use basic Exemplars features:

- ☒ Use intelligent referring expressions
- ☒ Apply text smoothing rules
- ☒ Attend to dialogue context
- ☒ Use intelligent date references
- ☒ Use randomized text snippets

**Use randomized text snippets:** This option controls whether randomly selected text "snippets" are used for certain phrases, instead of always using the same phrase in a given context. This makes the generated responses more varied, and less repetitive. To see the effect of this option being on, you can simply reload this page in your browser a few times, and watch how the generated text changes, even though the user input is the same.

Using randomized snippets expands the number of different responses a text generator can produce, without the need to design each additional response from scratch. Snippet-authoring environments can allow writers with subject-matter expertise to extend a system, without needing to be experts at designing exemplars.

### User Input

I want a camera for:

☒ Basic snapshots ☐ Business use ☐ Pro photography

I want to save the pictures as:

☒ On-screen images ☐ 350 prints ☐ 8x10 blowups

I don't want to pay more than:

☒ \$250 ☐ \$500 ☐ \$1000

### Generated Response

I've found three cameras that match your requirements:

Model	Resolution	Weight (oz)	Price
Fiji HappyCam 150	640 x 480	9.0	\$99
Panaphonics FunBox 210	800 x 600	9.6	\$149
Kodak Zoomer 450	1024 x 768	9.9	\$249

All of these models are compact and portable, for capturing memories at any time or place. And they all have at least 0.3-megapixel resolution, which is good enough for web pages and on-screen viewing.

The most affordable choice is the Fiji HappyCam 150. The Panaphonics FunBox 210 is somewhat easier to use, but it costs \$50 more than the HappyCam. Given the price difference, you should probably grab the HappyCam, unless you're willing to pay more for the FunBox ease of use.

The HappyCam and the FunBox are both in stock for immediate shipment. As usual, you get a free carrying case if you order by next Tuesday, August 26.

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Figure 1: Screenshot of prototype Natural Language Product Guide

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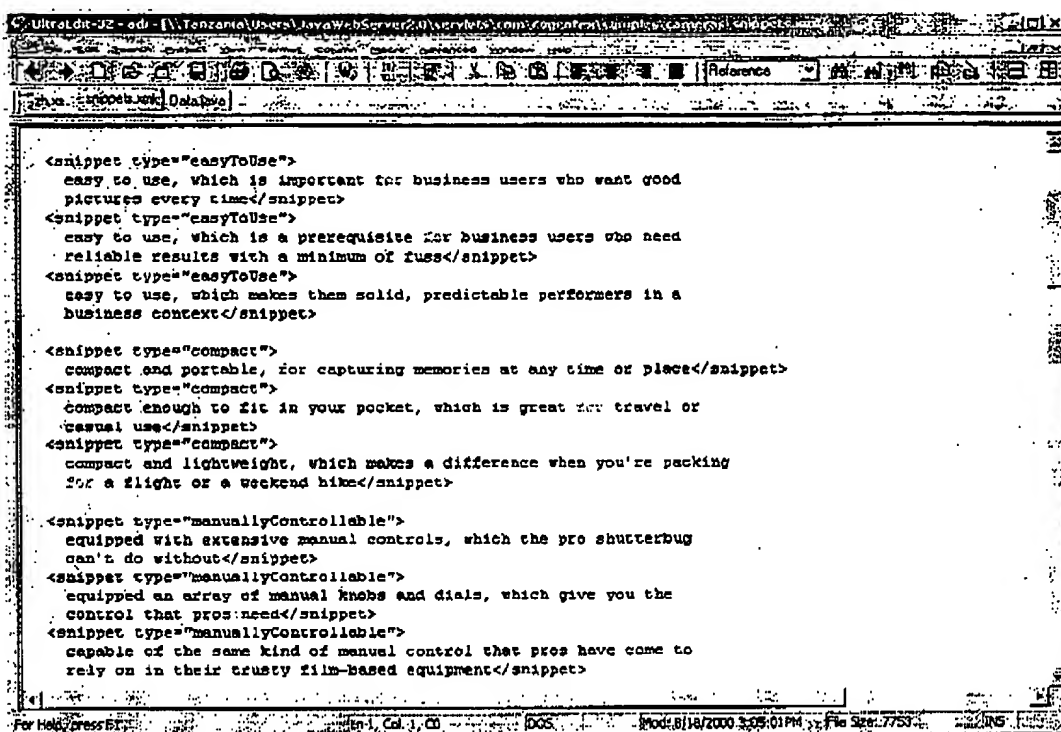


Figure 2: Screenshot of text snippet database used in prototype